

# FOCUS *on* DBE



Delaware Department of Transportation (DelDOT) encourages doing business with Delaware Certified Disadvantaged Business Enterprises (DBEs)



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## BrightFields Future Keeps Getting Brighter

Each year, 68 district offices of the U.S. Small Business Administration (SBA) recognize their outstanding state small business owners. This year, fellow Disadvantaged Business Enterprise (DBE) members Marian Young and Mark Lannan, co-owners of BrightFields, Inc., are honored as the SBA's 2008 Delaware Small Business Persons of the Year.

BrightFields is a woman-owned, full-service environmental consulting and remediation services firm. Formed in 2003, after purchasing the assets of WIK Associates from Young and Lannan's former employer, the company provides a wide range of environmental services, including assessments, investigations, and remediation.

The SBA award is based on the company's staying power, growth in employment and sales, financial performance, innovative services, response to adversity, and contributions to the community. In just five years, the company expanded from 14 to 34 employees and increased its annual revenue eight-fold.

Young and Lannan attribute "the hard work and dedication of our employees, the encouragement of our friends and advisors, and the continuing support of our clients" to BrightFields' success. Young adds, "Our employees and

our clients are our lifeblood. As a professional services firm, our product is our ingenuity, strategic thinking, and customer focus. Anyone can collect a sample or drill a well, but we keep all of our team focused on what our client truly needs and how to get it to them."

BrightFields is perhaps best known for its work in the environmental restoration of old industrial properties along Wilmington's waterfront, where Young and Lannan have worked with DelDOT and its consulting engineers, RK&K, for the past 11 years. "When Mark and I

*(continued on page 2)*



Owner of BrightFields Marian Young (right) and Rick Galloway, of the Delaware Department of Natural Resources and Environmental Control (DNREC), onsite at the Wilmington Riverfront.

# Newly Certified DBEs

The following businesses have successfully completed DelDOT's Disadvantaged Business Enterprise (DBE) certification. For more information about the services these businesses and all DelDOT certified DBEs offer, visit the online DBE Resource Directory at [http://deldot.gov/information/business/dbe/bulletin\\_board.shtml](http://deldot.gov/information/business/dbe/bulletin_board.shtml) and click on DBE Resources.

**J & O Trucking, LLC**

Trucking, hauling, and dumping

**Refill Tech Services, Inc.**

OEM or compatible/remanufactured toner and ink cartridges for printers, copiers, and facsimiles

**Best Budd & Daughters Trucking, Inc.**

Hot mix, sand, stone, and gravel

**Frontier Technologies, Inc.**

IT solutions provider and management services

**Golden Opportunity, Inc.**

Organizational communications and coaching

**O.R. George & Associates, Inc.**

Traffic/transportation engineers and consulting

**Leslie Saunders Insurance Company**

Group benefits and insurance, HR, and customer service training

**geographIT**

GIS and IT consulting services

**Dovetail Cultural Resource Group I, Inc.**

Cultural resource management

**Olivieri & Associates**

Heavy highway construction and consulting

**Moorway Painting Management & Contracting Co.**

Painting, drywall hanging, and finishing

**D. Wilson Consulting Group, LLC**

Management consulting services

**Geotrack**

Vacuum excavation, utility locating, and mark-out mapping

**Apex Petroleum Corporation**

Fuel oil, petroleum products, lubricants, and fuel hauling

**Prime Engineering, Inc.**

Civil, structural, geotechnical professional, and construction inspection services

**Project Management Technologies, Inc.**

Construction management and engineering

**Johnson's Concrete Construction, Inc.**

Concrete construction

**Evans Trucking, Inc.**

Loading and hauling of patching asphalt, sand, gravel, stone, asphalt, dirt, and salt

**Jones & Company Professional Consultants**

Public accounting, tax consulting, and management consulting services

# BrightFields

*(continued from page 1)*

started BrightFields in 2003, DelDOT and RK&K were very encouraging."

Young admits that while there was tons of paperwork to complete, the DelDOT DBE application, evaluation, and interview process was "thorough and professional." As an added benefit to her certification, Young explained, "DelDOT's DBE team is great about reaching out and alerting us to new networking events and business opportunities."

As a DBE firm, Young and Lannan work hard to bring all the stakeholders together so the greatest good can be accomplished while respecting the limited funds available to achieve the goals set forth in the government contracts they are awarded.

"We are passionate about being part of a team that is recycling and revitalizing downtown and industrial areas — areas that have been long neglected," Young said.

As a personal commitment to urban renewal, BrightFields constructed its new office building on a Brownfield property — a former city landfill on Wilmington's 7th Street Peninsula. It most recently opened its second office in Milford to better serve its Delmarva Peninsula customers.

Young and Lannan recall the challenges of the first several years in business. "The hardest part was making payroll and keeping collections ahead of our checkbook," Lannan said.

Their dedication and hard work has evolved to where they now have a backlog of work orders ... all the right stuff for an even brighter future for BrightFields.



## You too can be a featured DBE

If you are a DBE successful in obtaining and completing contracts on federally funded projects or demonstrate outstanding performance in your respective field, we want to hear from you. Share your company's story and be our featured DBE in an upcoming newsletter or on the Web, by contacting Marguerite Davis-Isaac at 302-760-2054 or [marguerite.davis@state.de.us](mailto:marguerite.davis@state.de.us)

## Upcoming Events

### *Business Development Opportunities*

#### Training

##### Getting to Zero

**June 12 • 1 – 4 pm**

*Delaware Safety Council*

Contact the Delaware Safety Council at 302-654-7786 or [desafe@mail.del.net](mailto:desafe@mail.del.net)

##### State Labor Law Requirements

**June 25 • 9:00 am – 12:30 pm**

*DelTech Stanton Campus*

Contact Marguerite Davis-Isaac at 302-760-2054 or [marguerite.davis@state.de.us](mailto:marguerite.davis@state.de.us)

##### Federal Contracting-Based Programs for Small Business

**July 29 • 9:00 am – 12 pm**

*DelDOT Administration Building*

Contact Gedell Hawkins at 302-573-6294 or [gedell.hawkins@sba.gov](mailto:gedell.hawkins@sba.gov)

#### Events

##### Mastering the Maze – Women Winning Contracts

**June 17 • 8:30 am – 1:00 pm**

*Delmarva Conference Center  
Newark, DE*

Contact Natalie Hall at 302-573-6294 x221 or [natalie.hall@sba.gov](mailto:natalie.hall@sba.gov)

##### Multi Chamber Networking/ Tabletop Mixer

**June 19 • 5:30 – 8:00 pm**

*The Event Center at Harrah's  
Chester, PA*

Register through the Delaware State Chamber of Commerce at 302-655-7221 or [dscc@dscc.com](mailto:dscc@dscc.com)

# Making Business Cents

## Stay in the Game and Win

Managing highway contract projects involves skills (learned over time) that include knowledge of estimating, bidding, negotiating, human resources, budgets, and other business administration savvy. To stay in the game, make sure you know and can perform all the responsibilities spelled out in the contract upfront.

The Disadvantaged Business Enterprise (DBE) subcontractor, in the following hypothetical story, learned through experience just how important it is to know the details of the contract upfront.

John Doe, owner of John Doe Landscaping, Inc., bid on and received a subcontract to provide the landscaping surrounding a small downtown parking lot. The city was the project owner and set goals on the contract to subcontract at least 15% of the total contract to DBEs.

John Doe Landscaping, up to now, provided lawn service to homes and small businesses. The requirements for the parking lot job, landscaping materials, and particulars were noted on the Architects-Engineers drawings.

Doe requested the prime contractor to copy the information pertaining specifically to landscaping and send it to him. After review of the information, Doe provided a bid, flat price, no exclusions, no exceptions. His business-as-usual techniques won him the bid.

When the project ended, final payments were presented to the prime

contractor approximately three months after the landscaping portion was complete. The once meticulously pruned area bordering the tree-lined lot had quickly become unkempt. Under the terms of the subcontract, John Doe Landscaping was to perform the upkeep on the property for up to one-year after project completion.

The maintenance description in the terms and conditions of the landscaping section of the general contract was quite detailed and specific. But because of his inexperience with more comprehensive contracts, Doe did not pay close attention to the details nor factor in the cost of the upkeep into his original quote.

Doe's company won the contract because of its status as a DBE, however, it wound up taking a loss due to the misunderstood terms spelled out in the contract.

You can understand that smaller, inexperienced companies like John Doe's may not have the time or expertise available to comprehend all of the rules of the playing field. But in reality, no matter how rough the field may appear, to stay in the game you must take the time to understand all the details of the contract before you sign up to be on the team.

The goal of the DBE program is to establish mutually beneficial business relationships between larger companies and small businesses that are at a disadvantage so that everyone has a chance to win.



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## Bid Opportunities

For hundreds of contracting opportunities, visit DelDOT's online DBE's Web site at [http://deldot.gov/information/business/dbe/bulletin\\_board.shtml](http://deldot.gov/information/business/dbe/bulletin_board.shtml) and click on Upcoming Projects.

